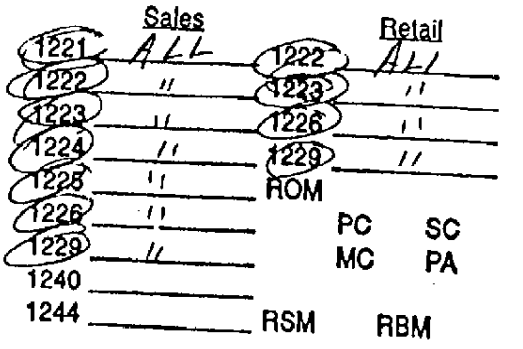
FSC-153-A	9/22/95	TO: ROM
SUBJECT: RJRT Test Market Brands		

DISTRIBUTION:

X	AVP	X	KAM	___	ELM
X	RSM	X	Reg.Mil.Mgr.	___	MIL
X	RBM	___	Reg.DF Mgr.	___	DF
X	ROM	___	DM	___	REP



As information, we are testing seven new Moonlight Tobacco Company full-price brands ***(Sedona, Jumbo's, Politix, Metro Lights, City, B's & North Star)*** and two new savings brands ***(Hogshead & Carolina Gold)***, using a new "niche marketing" approach. All of the tests have been structured to minimize field sales involvement. Details are as follows:

MOONLIGHT TOBACCO CO. (MANHATTAN + BROOKLYN DIVISIONS)

Moonlight Tobacco Company (a business unit of RJRT) is the parent/umbrella company for a series of niche "micro-brands". Unlike others in the "micro-brand business", we do not hide the fact that Moonlight is a part of RJRT. In fact, it is stated on every pack and pack insert. Moonlight will test market non-traditional full-price brands such as ***SEDONA, JUMBO, POLITIX, METRO Lights, CITY, B's*** and ***NORTH STAR*** in the New York, Seattle and Chicago regions. These brands will offer adult smokers new and unique choices in the full-price category. Each brand comes in the box style and has its own "character" and unique packaging and is available in limited geographical areas.

Brand characteristics and markets are:

SEDONA is made with honey toasted tobaccos and comes in both full-flavor and lights. (Test markets-Chicago & New York Metro)

JUMBO's comes in "wides" full-flavor and lights. (Test markets-Chicago, New York & Seattle)

POLITIX comes in standard king size boxes in full-flavor and lights and depicts the new political environment smokers face everyday. (Test markets-Chicago & Seattle)

METRO LIGHTS are available in Slim Light 100's in regular and menthol styles. (Test market- New York)

CITY is available in standard 100's full flavor and lights with a granite colored filter and features the Reynolds Building on the packaging. (Test market-New York)

B's is made with honey-toasted tobaccos and comes in standard king-size box, full-flavor and lights. (Test Markets-New York & Seattle)

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Source: https://www.industrydocuments.ucsf.edu/docs/hmjy0000

NORTH STAR is made with a unique blend of domestic and imported tobaccos and comes with a "star" filter that provide a unique signature that adult smokers enjoy. (Test Market-Seattle)

HOGSHEAD/CAROLINA GOLD

These two new savings brands will sell at a non-discounted branded savings price. Both brands will offer consumers more image/product benefits--not just a low price and are being introduced and established in the market with the help of our Forsyth retail partners.

Brands characteristics and markets are:

HOGSHEAD -The only value brand made extra wide for extra value and satisfaction. *HOGSHEAD* cigarettes project a fun, original attitude and are available in FF Box & Lights Box. (Test market-Austin, Texas)

CAROLINA GOLD-The value brand made with a blend of Carolina "bright leaf" tobaccos-the finest in the world. The brand is available in FF 85, Lights 85 and FF Menthol 85 and are all soft pack. (Test market- Pittsburgh/Western Pennsylvania)

We are providing this information to you should you receive any inquiries from your wholesale or retail customers. All brands will be tested in limited "micro-markets" with only limited field involvement required.

Program Contacts: Area Manager of Operations
or
Sharon Reid, ext. 2584

R. J. REYNOLDS TOBACCO COMPANY

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Source: https://www.industrydocuments.ucsf.edu/docs/hmjy0000